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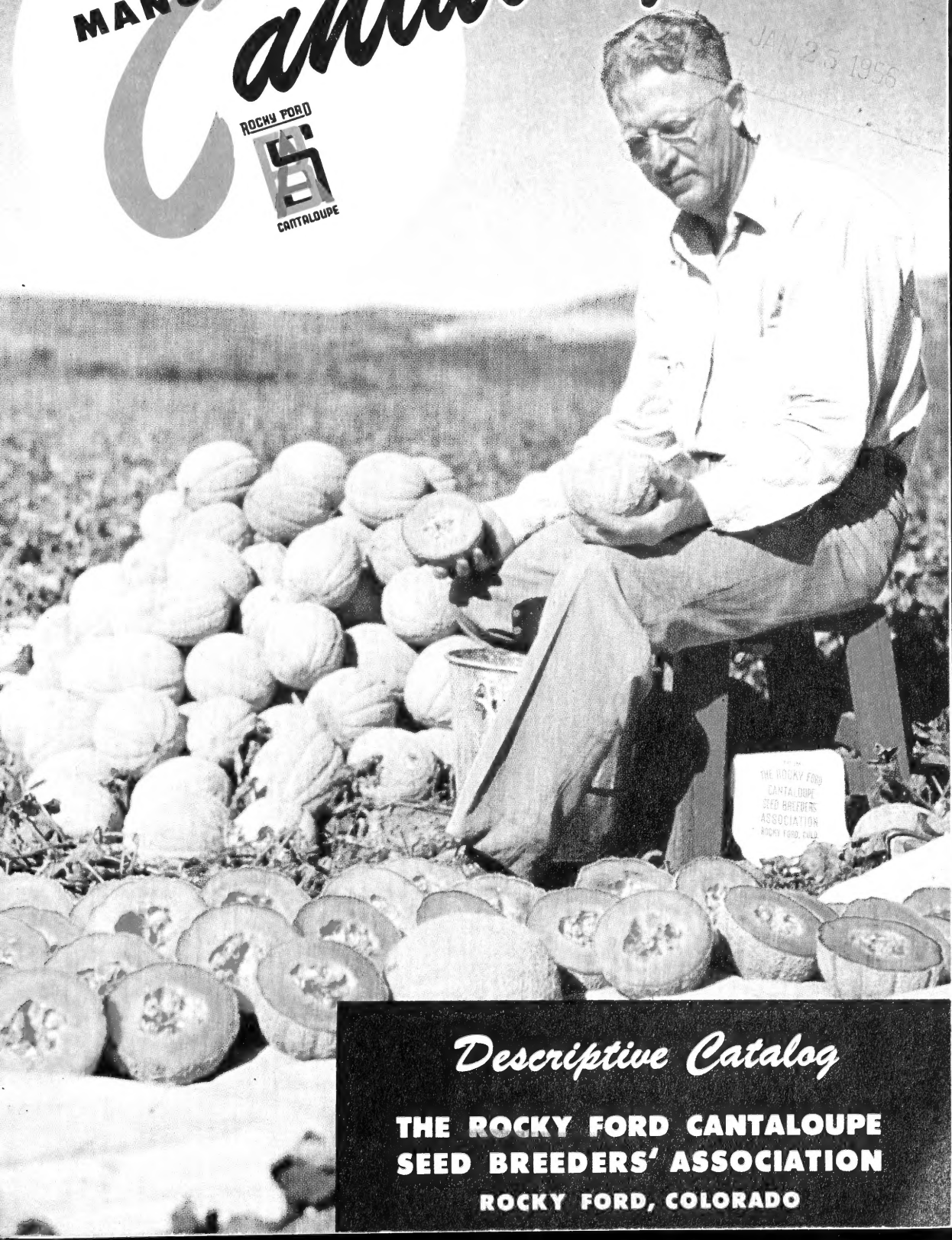
MANUAL ON

Cantaloupes

ROCKY FORD



CANTALOUPE



Descriptive Catalog

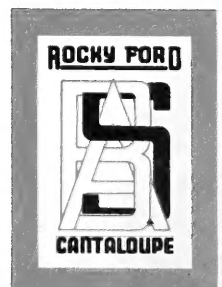
**THE ROCKY FORD CANTALOUPE
SEED BREEDERS' ASSOCIATION**

ROCKY FORD, COLORADO



*“Thou shalt not sow thy
field with mingled seed”*

—These words were written by Moses, over 3,400 years ago. Then, Paul, over 1,500 years later completed the warning by saying, “For whatsoever a man soweth that shall he also reap.” Yet today thousands of farmers are carelessly planting their fields with “mingled seed.” There is neither satisfaction nor profit in growing a crop from “mingled seed.” By exercising care and good judgment in selecting the source of his seed, the farmer can secure good seed, which is the foundation of a good crop.



**A DESCRIPTIVE
LISTING OF
CANTALOUPE**

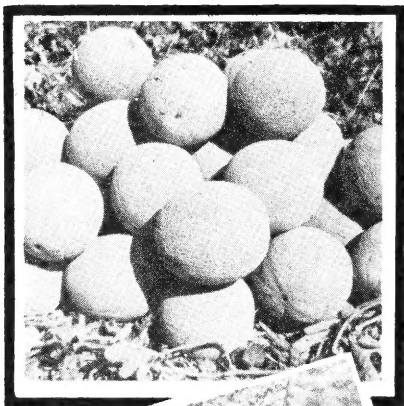
Published by

**The Rocky Ford Cantaloupe
Seed Breeders' Assn.**

Rocky Ford, Colorado

Descriptive Catalog

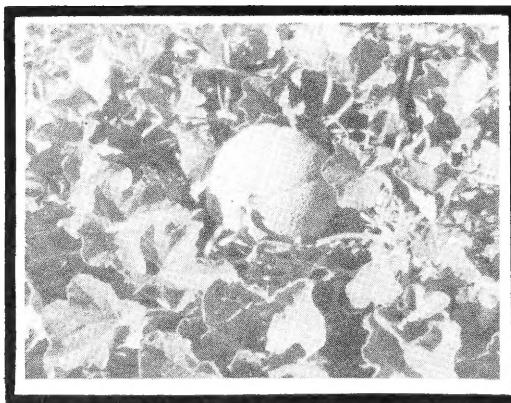
Good Seed is the Foundation of Success



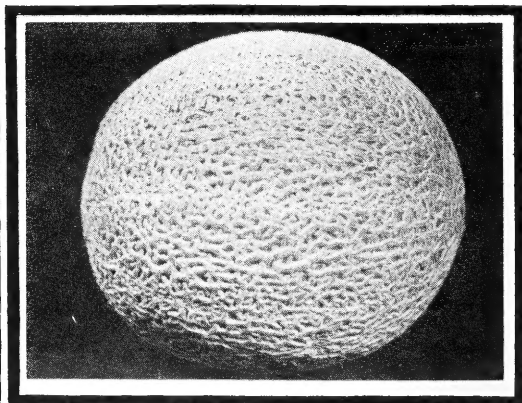
This Manual is designed to present accurate descriptions of some of the leading varieties and strains of cantaloupes. Descriptions of all the cantaloupe varieties are not given because there are too many of them to list here. Several years ago, Part IV, entitled "The Cucurbits," of Volume I of "Vegetables of New York" was published, and in it were described 124 different varieties of cantaloupes and also listed, but not described, were 163 additional varieties. This total of 287 varieties of cantaloupes is not complete, for some new varieties have been introduced since that book was published. Many of the varieties listed in that book were obscure and never widely used. Many, too, were obsolete varieties no longer grown. Of the ones in use today, quite a large number of them are planted only in particular localities and are not in general use. This Manual presents most of the cantaloupe varieties now widely planted throughout the nation. Some of these are shipping varieties and others are adapted for home and market garden purposes. Among the varieties listed here the grower will certainly find one or more suited to his needs.

The choice of variety of cantaloupes to plant is the first step in growing melons. This Manual should be of great help in making this selection, for the descriptions given are complete and accurate. The selection of the best seed is fundamental for a bountiful crop. We can supply the best seed for we are experienced in cantaloupe seed production. We have specialized in this work since 1909. Several of the leading varieties now in general use, such as the Hale's Best, were developed by us.

But a successful crop is not insured when the seed is planted. Many problems confront the farmer during the growing season. We



A full "slip". At this stage of ripeness the melon is ready for the table. Vine ripened melons help make good quality. Careful selection of seed will give you varieties that can be vine ripened and still reach the market in good condition.



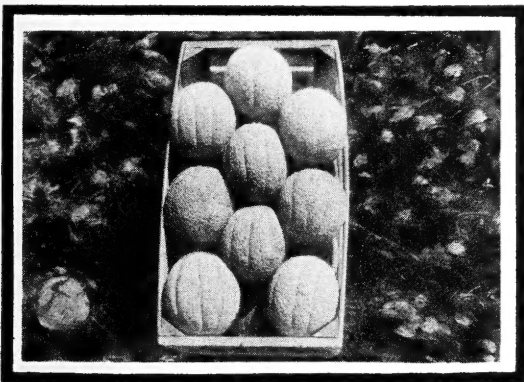
A "Four-Fifty" cantaloupe. You may say that we selected the best type of cantaloupe we could find to take this photograph, and I guess we did, but it is only one of thousands just as good, as we can show you in the seed piles in our fields.

.. Famous Rocky Ford Cantaloupe Seed

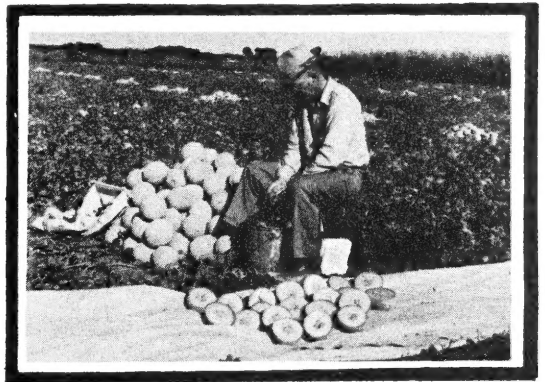
feel our obligation is not completed when we ship the seed. Therefore, we publish a series of informational sheets designed to help the farmer meet the problems of disease, insects, fertilization, etc. These informational sheets also help to keep our customers abreast of the new developments in cantaloupes and their production. These informational sheets will be sent to our customers free of charge on request.

We have been growing quality cantaloupe seed since 1909. Our purpose in all these years has been to produce the finest seed that it is possible to grow. The greatest care is taken to insure that only the finest melons are saved for seed. Care is exercised in seeing that the seed is pure and true to name. Our experience, combined with careful supervision of the best modern methods of harvest, enables us to offer the finest quality of cantaloupe seed that can be produced. All the seed we offer has been grown and harvested under our supervision, and none is bought from other growers for resale except on the specific request of our customers. The seed we sell goes to customers in every state in the nation and to several foreign countries. The seed is planted under a wide variety of conditions and in many types of soil. That our seed produced well under these varying conditions is one of the best testimonies of its high quality.

The varieties of cantaloupe seed listed in this manual are ones that we produce ourselves. If there is some variety that you want to plant, and you do not find it listed here, please write and we will secure it for you. Our long experience with cantaloupes enables us to locate supplies of seed of many other varieties. We can also secure other vegetable seeds for you if you will write telling us of the kinds and amounts needed.



A 27-pack crate of melons. Our descriptions refer to sizes of cantaloupes as "36's," "45's," etc. This refers to the number of melons of a particular size that can be packed in a standard or jumbo crate. Thus a cantaloupe that is a jumbo 27 in size will pack 27 melons in a jumbo crate.



The most important work of all. Seed is saved from perfect individual cantaloupes that have exceptional fine qualities. The melons are cut and very critically selected, and the seed saved and placed in separate little bags. The seed is planted in separate nursery plats where it can be observed and selections made for future improvement work.

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Highest Quality, Purity, and Selection

MILDEW RESISTANT NO. 45

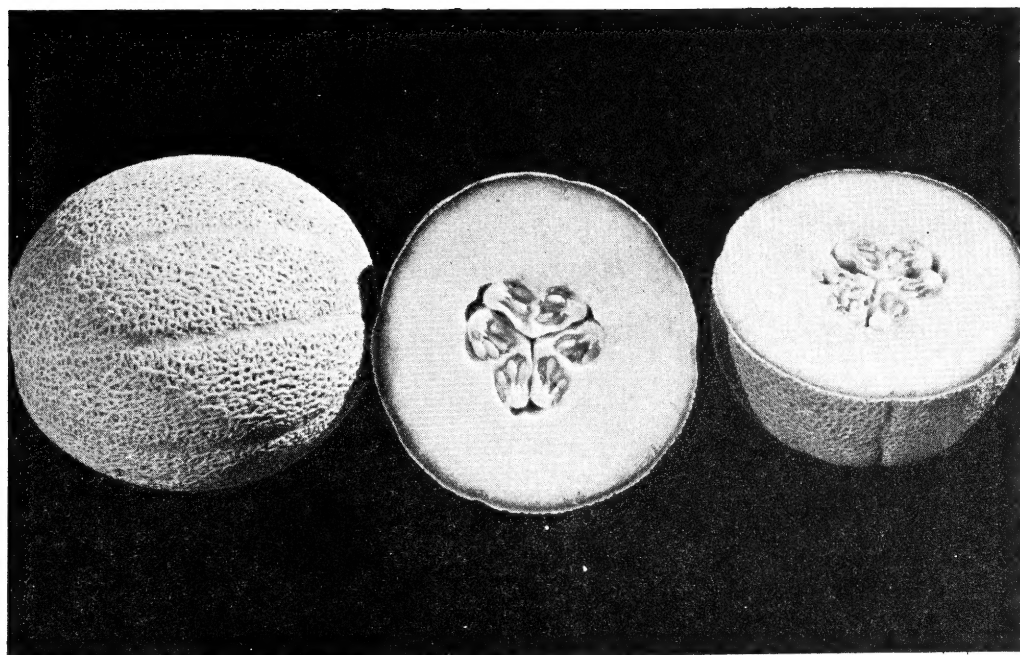
A LEADING COMMERCIAL CANTALOUPE

The Mildew Resistant No. 45 has become one of the most popular varieties of commercial cantaloupes.

The No. 45 is a slightly oblong melon, well-netted and solid. Picked vine-ripened on a full slip, it can be shipped long distances without any breakdown of the solid, firm flesh. The flesh is salmon-colored, firm textured and sweet. The cavity is small and compactly filled with seed. The vines are vigorous and pro-

lific, producing jumbo 36 sized melons, maturing in about 95 days.

The vigor and shipping qualities of the No. 45 account for its universal popularity. It is one of the finest commercial melons on the market because it can be picked vine-ripened and stand shipment to distant markets. Its heavy set of melons makes it popular with the grower because of its large yields. Its fine quality and flavor make it popular with the buyers.



Highest Quality, Purity, and Selection

FOUR-FIFTY

AN IMPROVED STRAIN OF THE NO. 45

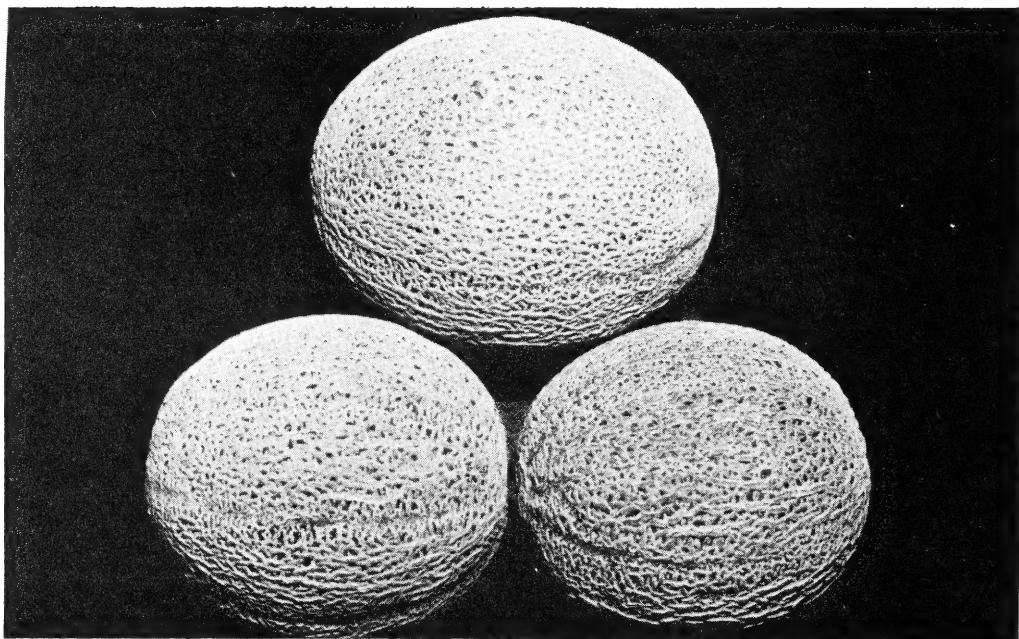
The new "Four-Fifty" is an improved strain of the widely used No. 45, and has been very successful wherever used.

The 4-50 is a melon that will hold up in prime edible condition for several days after being picked on a full slip. This characteristic not only makes a good shipping melon but also prevents loss in the fields. Any ripe melons overlooked in the fields are still in good condition on the following days.

The Four-Fifty is an oval melon covered by a heavy net. The flesh is salmon

colored, sweet and smooth. The cavity is small and compact. The vines are vigorous in growth and produce a heavy set of melons. The 4-50 will average jumbo 36's in size, weighing about 4 pounds. The variety matures in about 98 days.

Since we introduced the 4-50 in 1943, the demand for this variety has been steadily increasing, and in several districts it has already replaced the No. 45 as the principal variety. We have a good supply of the 4-50 seed, and can take care of your requirements.



Highest Quality, Purity, and Selection

JUMBO HALE'S BEST

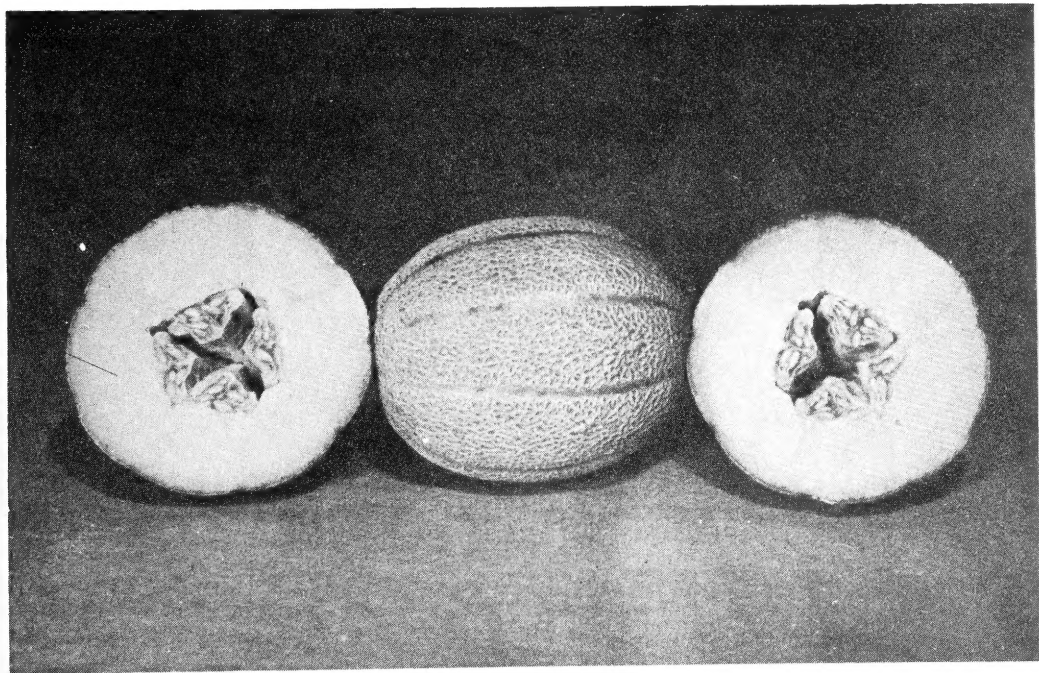
THE LARGE POPULAR STRAIN

The Jumbo Hale's Best is a large fruited strain of this popular variety that is exceptionally well adapted to local markets. Because of its large sizes it is not a melon for the best commercial purposes.

The Jumbo strain of the Hale's Best has the thick salmon flesh, the sweetness and the excellent quality of the other strains. The fruit will weigh about 5 pounds and is heavily netted with a distinct suture. The cavity is rather large,

but the flesh does not break down readily. The vines of the Jumbo Hale's Best are vigorous in growth and well able to mature the large melons they produce. The Jumbo will mature in about 85 to 90 days.

Because of its large sizes and its fine quality, the Jumbo Hale's Best is increasingly in demand from the market gardeners. The home gardener, too, will be well pleased with this cantaloupe. We can recommend it to you.



Highest Quality, Purity, and Selection

THE SEED BREEDERS

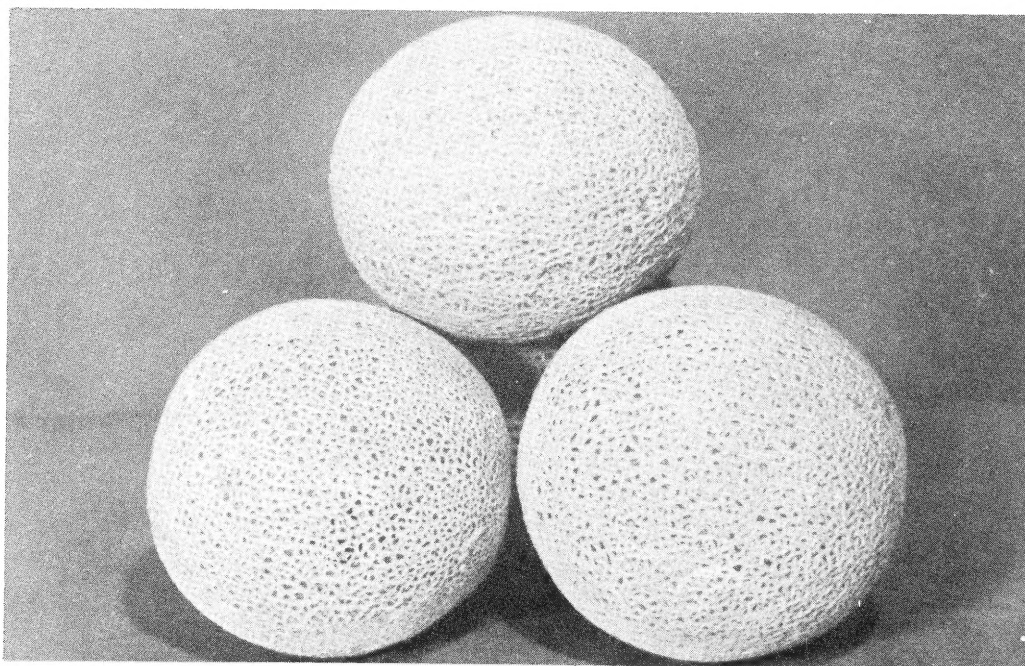
ONE OF THE LEADING HALE'S BEST STRAINS

The Seed Breeders is our most popular strain of the Hale's Best Variety because of its earliness and uniformity.

The Seed Breeders is a melon with a thick, firm, salmon colored flesh of very fine flavor. The seed cavity is small and compact. The melons are slightly oval, firm and well-netted, making splendid shippers. The Seed Breeders strain runs to even jumbo sizes. The vigorous vine produces a slightly earlier melon and is more prolific than other Hale's Best strains. Maturing in 80 to 85 days, it is

earlier than other strains. Its fruit is more uniform in size and shape.

In testimony to its excellence, the Seed Breeders was used as foundation stock in the development of such new varieties as the Purdue 44 and the Texas Resistant No. 1. Having developed the Seed Breeders ourselves, we can offer you some fine stock of this variety. If you want early cantaloupes, the Seed Breeders has proven itself to be the finest in flavor and quality.



Highest Quality, Purity, and Selection

NINE THIRTY-SIX

A POPULAR HALE'S BEST STRAIN

The Nine Thirty-Six is one of the popular Hale's Best strains of cantaloupes. Like all Hale's Bests, it is an early melon maturing in 85 days. The Nine Thirty-Six has a fine flavor and good shipping qualities. The melons are well netted with no sectors and run to even jumbo sizes, weighing 3 to 4 pounds. The flesh is thick and salmon colored, and the seed cavity is small and tight. The Nine Thirty-Six has an excellent flavor and a high sugar content. The vines are vig-

orous and set and hold a heavy crop of cantaloupes.

The Nine Thirty-Six is adaptable to every cantaloupe section and, since we introduced the strain in 1934, it has become one of the leading commercial strains. Its high quality and its earliness account for this popularity.

Having developed and introduced the Nine Thirty Six, we are in a position to offer you an exceptionally fine stock of seed of this strain.



Highest Quality, Purity, and Selection

NO. 36 HALE'S BEST

THE STANDARD H. B. STRAIN

Since we introduced the No. 36 in 1931, it has become a firmly established variety and is generally used as a standard of comparison.

The No. 36 is an improved strain of the old original Hale's Best. It is an even jumbo 36 in size, solidly netted with no ribs. The melons are heavy and solid, with a small seed cavity. The spicy salmon-colored flesh is smooth and firm. The vines are strong and hardy. The No. 36

is an early melon, maturing in about 85 days. Its earliness, heavy yields, fine flavor and splendid shipping qualities all combine to make the No. 36 one of the best varieties for the home and market gardener and the commercial shipper.

The long period of success of the No. 36 is proof of its superiority. Our stock of this strain is of high standard and has all been hand-selected and hand-cut.



Highest Quality, Purity, and Selection

QUEEN OF COLORADO

ONE OF THE BEST MUSKMELONS

The Queen of Colorado is a leading variety that won an "All America" selection award in 1939. It is a development from the Pride of Wisconsin, and is a cross between the Honey Rock and Hearts of Gold. It combines the thick, tough rind of the Honey Rock with the excellent eating qualities of the Hearts of Gold.

The Queen of Colorado is a splendid melon for home and market gardens. The melons usually weigh about 5 pounds. The rind is hard and pearl gray

in color, loosely netted, slightly ribbed and ripens to a yellowish shade. The flesh is unusually thick, a solid orange color and is solid without undue premature softening. The Queen of Colorado has become a favorite in the Central and Eastern states for a grower who wants a melon of the muskmelon type. Its superiority in flavor has created a demand for it from the buyers.

We have a high quality strain of this seed that has been hand-selected and hand-cut.



Highest Quality, Purity, and Selection

EARLY MAY

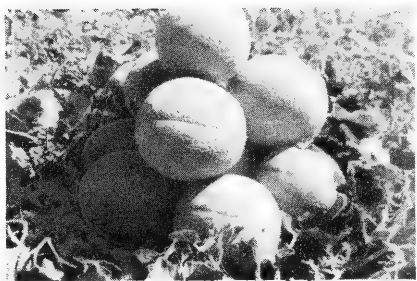
The Early May is a Hale's Best type, with particular emphasis placed upon the qualities demanded by market gardeners. The Early May is an early melon, maturing in about 80 days. It has a deep golden fleshed meat that is sweet, smooth and solid. It is evenly netted,

round and runs to even standard and jumbo 36 sizes. The vines are vigorous and produce a heavy crop.

The Early May is recommended for use on local markets and in roadside stands, where quality is a prime requisite.

MILDEW RESISTANT NO. 5

A NEW RESISTANT STRAIN



The No. 5 is a powdery mildew resistant cantaloupe developed by Dr. Thomas Whitaker of the U. S. Department of Agriculture. Bred for use in districts where powdery mildew is a problem, this variety has proved to be 100% resistant to the disease.

The No. 5 is characterized by a strong, vigorous vine with abundant foliage, producing a heavy set of melons. The cantaloupe has a relatively low net and is slightly ribbed. The flesh is salmon colored, smooth and has a good flavor with an exceptionally high sugar content. The fruit runs to jumbo 36's in size, maturing in about 100 days. The No. 5 must be picked on the first sign of a slip in order to stand under shipment.

In some districts, mosaic disease is a problem. Government tests of our seed show it to be free of this disease, since it carries no trace of the mosaic virus.

The No. 5 is the most popular and most successful melon in mildew infested districts.

Highest Quality, Purity, and Selection

NEW "88"

This new melon is one that has been tried on a limited scale and has indications of being an improvement over existing strains of the Hale's Best.

The "88" is uniform in size, averaging about 5½ inches by 6½ inches. The netting is heavy and uniform, with only a faintly perceptible ribbing. The flesh is very thick, salmon colored, and the sugar tests generally run somewhat higher than on the regular Hale's Best strains. The melons mature in about 80

to 85 days. The vines are strong and hardy and produce a good crop of melons. Yields here at Rocky Ford have been the equivalent of about 225 standard crates to marketable melons per acre.

We are offering the "88" at the same price as the other Hale's Best strains. However, we are asking that our customers give us a report on what they think of this melon at the end of the season.

MILDEW RESISTANT NO. 6

The No. 6 is a strain of the powdery mildew resistant cantaloupes. It is 100% resistant to the disease. It can be picked on a full slip and stand shipment to distant markets. The fruits run to jumbo 36's in size and are well netted. The flesh is firm, salmon colored, and of good flavor. The No. 6 will mature in about 90 days. The vines of the No. 6 are not as large and abundant as are the vines of the No. 5 strain, but they produce a good crop of cantaloupes.

A large part of our supply of the No. 6 is already sold as this catalog goes to press, but we will have some seed available for you this season.



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PURDUE 44

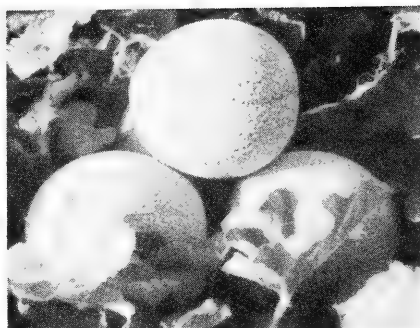
A NEW HALE'S BEST STRAIN

PURDUE 44 is a new Hale's Best cantaloupe, selected from our Seed Breeders strain. It has all the fine Hale's Best characteristics plus a resistance to alternaria leaf spot.

In appearance the Purdue 44 melons resemble the Seed Breeders. The fruit are uniform in size running to jumbo 36's. There are no pronounced ribs, and the net is heavy and uniform. The flesh is salmon colored, thick, and has a high sugar content. The cavity is small and well filled with seeds. The Purdue 44 will mature in about 85 days.

The particular characteristic of the Purdue 44 is its resistance to alternaria leaf spot. This is a disease of cantaloupes that results in the plant "firing at the hill" and losing most of the leaves at the time the fruit is maturing. While the Purdue 44 is resistant to alternaria leaf spot, it is not resistant to bacterial wilt.

The Purdue 44 has made a good record since its introduction three years ago, and will become increasingly popular as it becomes better known. We can recommend this melon to the grower who wants an early melon of high quality.



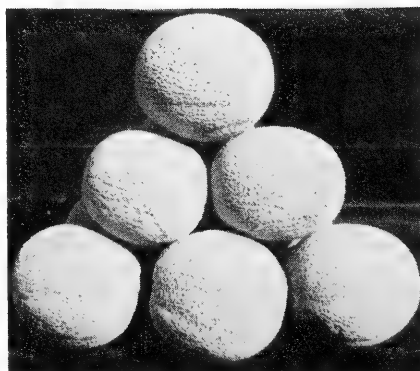
MILDEW RESISTANT D-2

A LARGE EARLY RESISTANT TYPE

The D-2 produces a cantaloupe that is earlier and larger than the Mildew Resistant No. 45. Having developed the D-2 ourselves, we can recommend it to the grower who needs a vigorous resistant melon.

The D-2 is one of the earliest of the resistant strains, and will mature in about 90 days. The melons are heavily netted, very solid, and will hold up under shipment for long distances. The D-2 makes a beautiful melon in the crates. The flesh is salmon colored, of fine quality, and the triangular seed cavity is well filled. The vines are very vigorous and produce a heavy crop of melons.

The D-2 will particularly recommend itself to the grower who wants a large, solid, heavily netted melon which will stand abuse in handling. The D-2 is one of the best melons for shipment in bulk.



Highest Quality, Purity, and Selection

BENDER'S SURPRISE

A VERY POPULAR MUSKMELON

The Bender's Surprise is one of the leading muskmelons grown for local market, roadside sale and short haul shipment. The melon is well known and has held its popularity for many years.

The Bender melons are short oval in shape, generally measuring about 8 by 7 or 7½ inches, and weighing 6 to 8 pounds. The ribs are prominent, the netting broad and heavy and somewhat unevenly distributed over the melon. The skin color is a grayish green, turning to a light yellow when the melon ripens. The flesh is a salmon-orange in color, thick, juicy and comparatively soft in texture. This is a highly flavored melon and very sweet. The cavity is large. The rind is thick and moderately strong. The Benders matures in about 90 days.

There are a great many melons of this type on the market, but the Bender's Surprise is one of the leaders.

SCHOON'S HARDSHELL

A BENDER TYPE MUSKMELON

The Schoon's hardshell is an excellent muskmelon of the Bender type, with a hard, firm shell which makes it a good shipping melon. This rind is hard, covered with a distinctive gray netting, and is deeply ribbed. When the melon is ripe, this rind takes on an attractive golden color.

The flesh of the Schoon's Hardshell is deep salmon in color, fine textured and of excellent flavor.

The melons of this variety weigh 6 to 7 pounds and mature in about 90 days.

You will find the Schoon's a valuable melon of the muskmelon type because of its ability to remain in palatable condition longer than most such melons after picking.

Highest Quality, Purity, and Selection

WHITE SEEDED PINK PEARL

A DISTINCTIVE CANTALOUPE OF QUALITY



The White-Seeded Pink Pearl is a very distinctive melon, with a heavy pearl gray netting and pure white seed. Its unusual appearance will attract the attention of the consumer.

It is a moderately large melon, averaging about 4 to 5 pounds. The fruit is oval in shape, very heavily netted, pear gray in color, with distinct ribbing. The flesh is thick, firm and moderately juicy. The deep pink color of the flesh is attractively contrasted by the pure white seed that fills the small cavity. The fruit matures in about 90 to 95 days. The vines are heavy, giving good coverage for the melons.

The Pink Pearl is an excellent melon for the grower who wants a distinctive melon of good quality. It is a fine shipper.

HEARTS OF GOLD

A POPULAR MARKET GARDEN MELON

The Hearts of Gold is a standard variety for the home and market gardener.

It is a moderately small melon, running from standard 45's to 36's. It is nearly round, with a heavy close netting over the ribs but no netting over the furrows between the ribs. The flesh is pink in color, thick and sweet. The cavity is medium to small in size. The vines are coarse, medium in size and dark green in color, producing a prolific crop of melons in about 90 days.

The Hearts of Gold is one of the best cantaloupes for the roadside stand and for nearby markets. Its excellent eating qualities and its striking appearance have made it a popular melon.

We can offer a fine strain of Hearts of Gold seed.



Highest Quality, Purity, and Selection

NO. 112 HALES BEST

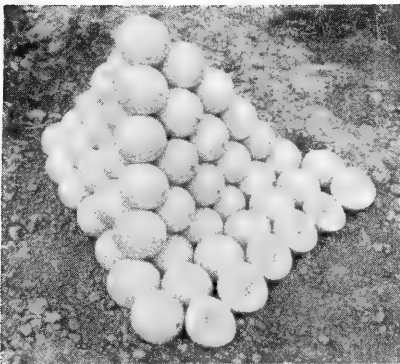
The No. 112 was one of our first improved strains of the Hale's Best, and is still preferred over some of the newer strains in certain cantaloupe sections. Larger sizes is the most distinctive characteristic of the No. 112 that sets it apart from other Hale's Best strains. Otherwise it retains the H. B. traits of earliness, prolificness and fine flavor. The melons run

to the 12 flat pack size and are heavy and well netted. The salmon flesh is thick and well flavored. The vine is strong and hardy, producing a heavy crop.

For typical Hale's Best quality and for medium large sizes, we can recommend the No. 112.

MELOGOLD

THE MOST POPULAR WHITE-SKINNED CANTALOUPE



The name "Melogold," derived by contracting the words of "melon of gold," aptly describes this cantaloupe.

The Melogold is a white-skinned, pink-fleshed variety that has fine flavor and excellent shipping qualities. Picked vine-ripened, these melons will reach markets in good condition. In sizes it will run to even jumbo 36's. The fruit is slightly and evenly netted and takes on a golden tint after ripening. The flesh is thick and unusually smooth in texture. The seed cavity is small and compact. About 95 days are required for maturing the Melogold.

The Melogold is especially attractive in appearance, which, coupled with fine quality, has enabled it to bring premium prices on the market.

EARLY WATTERS

The Early Watters is one of the original green-fleshed melons that became world famous as "Rocky Fords." Its green flesh is sweet and pleasant to the taste, with a tendency to become soft when fully matured. The fruits are small with rather large seed cavities, heavily netted with faint ribs. The vines are vigorous

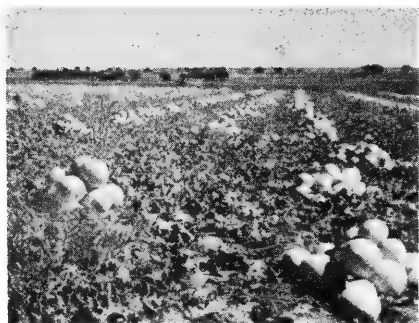
and mature the melons in a very short time.

Our supply of this seed is limited, and we cannot fill orders for large quantities, but we feel that you will want to plant a few hills of the old regular Rocky Ford cantaloupes.

Highest Quality, Purity, and Selection

HONEY DEW

A LONG-KEEPING WINTER MELON



The regular Honey Dew is one of the old established winter melons. It requires a long growing period of about 112 days.

The Honey Dew plant is vigorous, with coarse, heavy vines. The melons are large, weighing from 5 to 7 pounds, and are nearly round. The rind is thin but hard, and is smooth, with no netting. The skin color is ivory white, changing to a light cream color as it ripens. The flesh is a light emerald green, and has an exceptional distinctive sweetness.

The Honey Dew makes a valuable addition to your garden because of its long-keeping qualities and its distinctive flavor.

S. R. NO. 91

The No. 91 is a comparatively new melon with a strong, vigorous vine. The fruits are oval in shape, covered with a close, heavy netting. The flesh is salmon colored and is deep and thick with a good flavor. The 91 is a good shipping melon.

The unusual characteristic of the No. 91 is its ability to withstand sulphur dusting. While sulphur will burn and

cause other damage to most cantaloupe vines, the 91 will remain healthy and productive. This feature of this melon provides a means for control of powdery mildew.

The No. 91 was developed particularly for planting in California, but proves of value in other districts interested in securing a variety with vigorous vine growth.

HONEY BALL

A PROLIFIC LITTLE GREEN-FLESHED MELON

The Honey Ball is very similar in most respects to the Honey Dew with the exception of size. It is a small melon, measuring about five inches in diameter. It has a white, hard rind and a green flesh. The flesh is firm and very sweet. Being a winter melon, it has excellent keeping qualities and is a splendid shipper.

Because the Honey Ball is very prolific, care should be taken in planting to see that the plants are not too closely grouped. Close planting and the natural prolificness of the Honey Ball might result in too small a melon.

We suggest that you try this long-keeping, sweet, little winter melon.

The Rocky Ford Cantaloupe Seed Breeders Association

ROCKY FORD



MILLARD E. RYAN, SECRETARY
ROCKY FORD, COLORADO



Wholesale Price List On Cantaloupe Seed

The following prices on Cantaloupe Seed are for our finest hand-selected stock, grown and harvested by ourselves. The prices include delivery of the seed by express or parcel post in quantities of 25 pounds or more.

VARIETY	PRICE
MILDEW RESISTANT STRAINS	PER LB.
No. 45	\$1.50
Four Fifty	1.50
No. 5	1.50
D-2	1.50
HALES BEST STRAINS	
Seed Breeders	1.50
Jumbo Hales Best	1.50
Nine Thirty Six	1.50
No. 36 Hales Best	1.50
Early May	1.50
New "88"	1.50
Purdue 44	1.50
MUSKMELON STRAINS	
Queen of Colorado	1.60
Benders Surprise	1.30
Schoon's Hardshell	1.65
WHITE-SKINNED MELONS	
Melogold	1.50
Honey Dew	1.50
OTHERS	
Hearts of Gold	1.50
S. R. 91	1.50

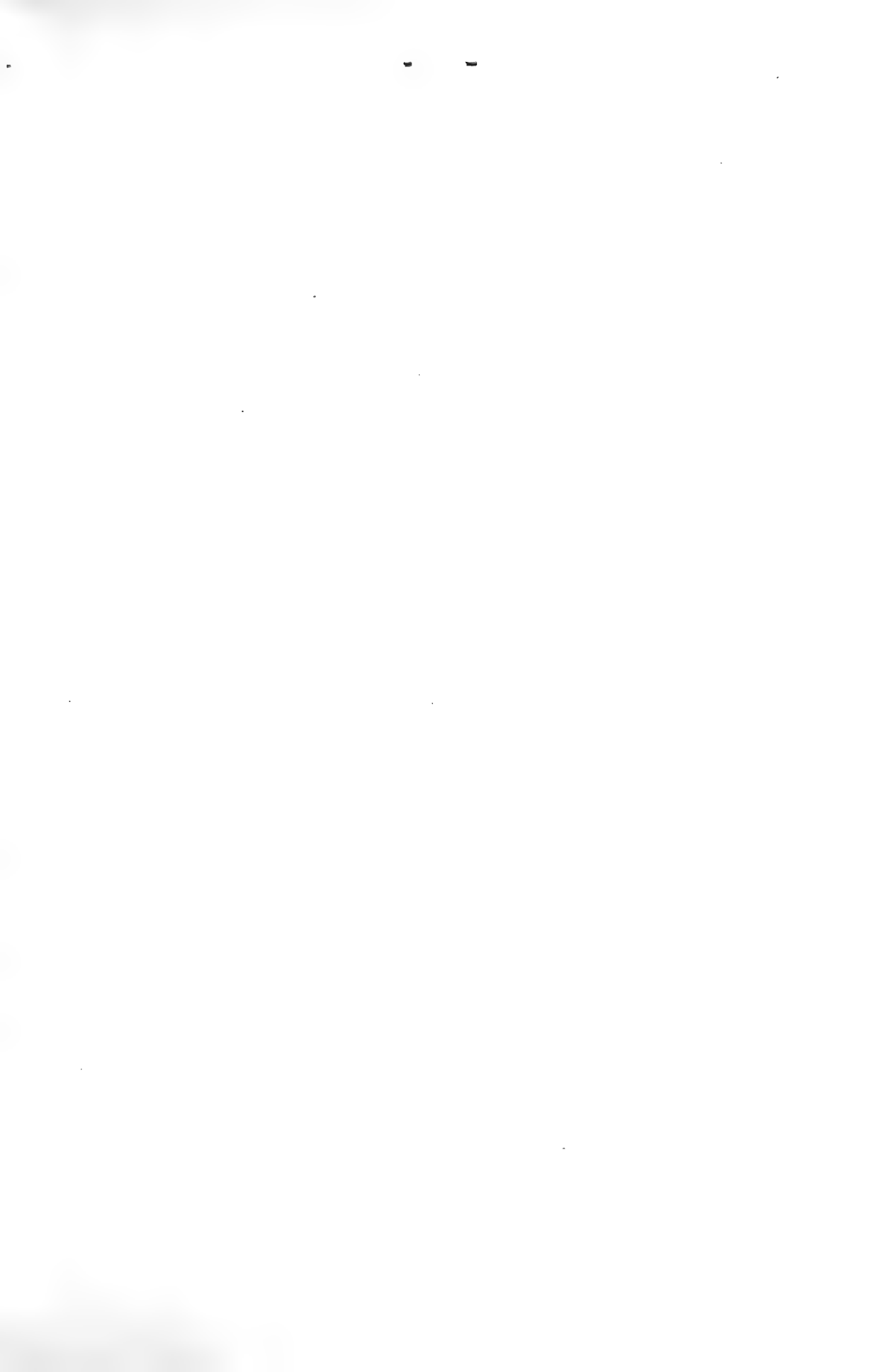
Any of the above varieties will be packed in the following sized bags at no extra cost: 1-pound, 2-pound, 5-pound, 10-pound. If no preference is indicated for these smaller sized bags, the seed will be shipped to you in bulk.

While our supplies of most varieties are ample this season, the supplies of a few are short. Hence all quotations are made subject to the seed stocks being unsold at the time your order is received.

Your order will be appreciated and will receive our prompt and careful attention.

THANK YOU

THE ROCKY FORD CANTALOUPE SEED BREEDERS ASSOCIATION
Rocky Ford, Colorado





Immediate Shipment

Under normal conditions, all orders are filled and shipped the same day they are received. Careful attention is given to all orders to insure accuracy in filling them.

Rush Orders

If there is urgent need for the seed immediately, please do not hesitate to wire us. Telegraphic orders will receive immediate attention.

One Pound Bags

Many customers prefer their seed packed in one pound bags. We will pack your seed, at your request, in one pound, sealed cloth bags at no extra cost.

Write to Us

We will be pleased to hear from you this season. If we can be of help to you in any way in answering questions regarding varieties, cultural methods, diseases or any other matter, please feel free to write us.

Safe Arrival Guaranteed

We pay all transportation costs and guarantee the safe arrival of all seed sent by parcel post or express.

Send Us Your Friends' Names

We are interested in sending our catalog to those who are interested in good seed. Send us the names of your friends who might like to have a copy of this catalog, and, in return, we will send you some packets of seed free of charge.

Regarding your order

Enclosed with this Manual is an order blank. By filling it out completely you will assist us in handling your order promptly and accurately. Give your name and complete address legibly. Check the manner of shipment you prefer. Note the amount that is enclosed in payment of your order. Send the order to us in the enclosed business reply envelope which requires no postage.

Warranty

The Rocky Ford Cantaloupe Seed Breeders' Association warrants to the extent of the purchase price that seeds sold are as described on their container within recognized tolerances. We give no other or further warranty, express or implied.

The Rocky Ford Cantaloupe Seed Breeders' Association

ROCKY FORD, COLORADO

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

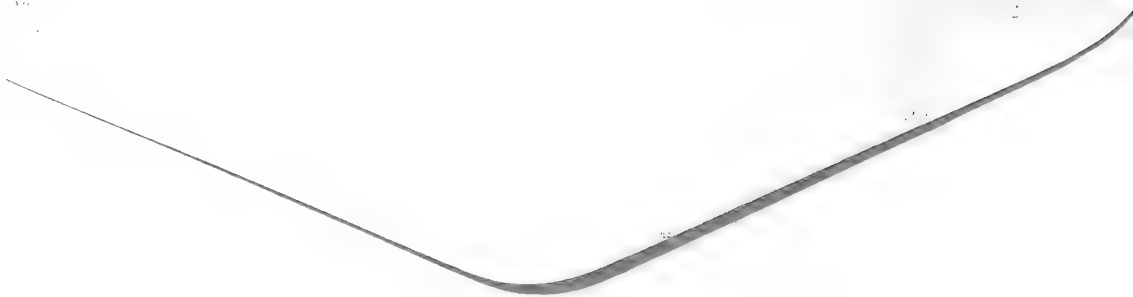
BUSINESS REPLY ENVELOPE

FIRST CLASS PERMIT NO. 3, SEC. 34.9, P. L. & R., ROCKY FORD, COLORADO

**ROCKY FORD CANTALOUPE SEED
BREEDERS ASSN.**

ROCKY FORD, COLORADO





The Rocky Ford Cantaloupe Seed Breeders Association

ROCKY FORD, COLORADO



State _____

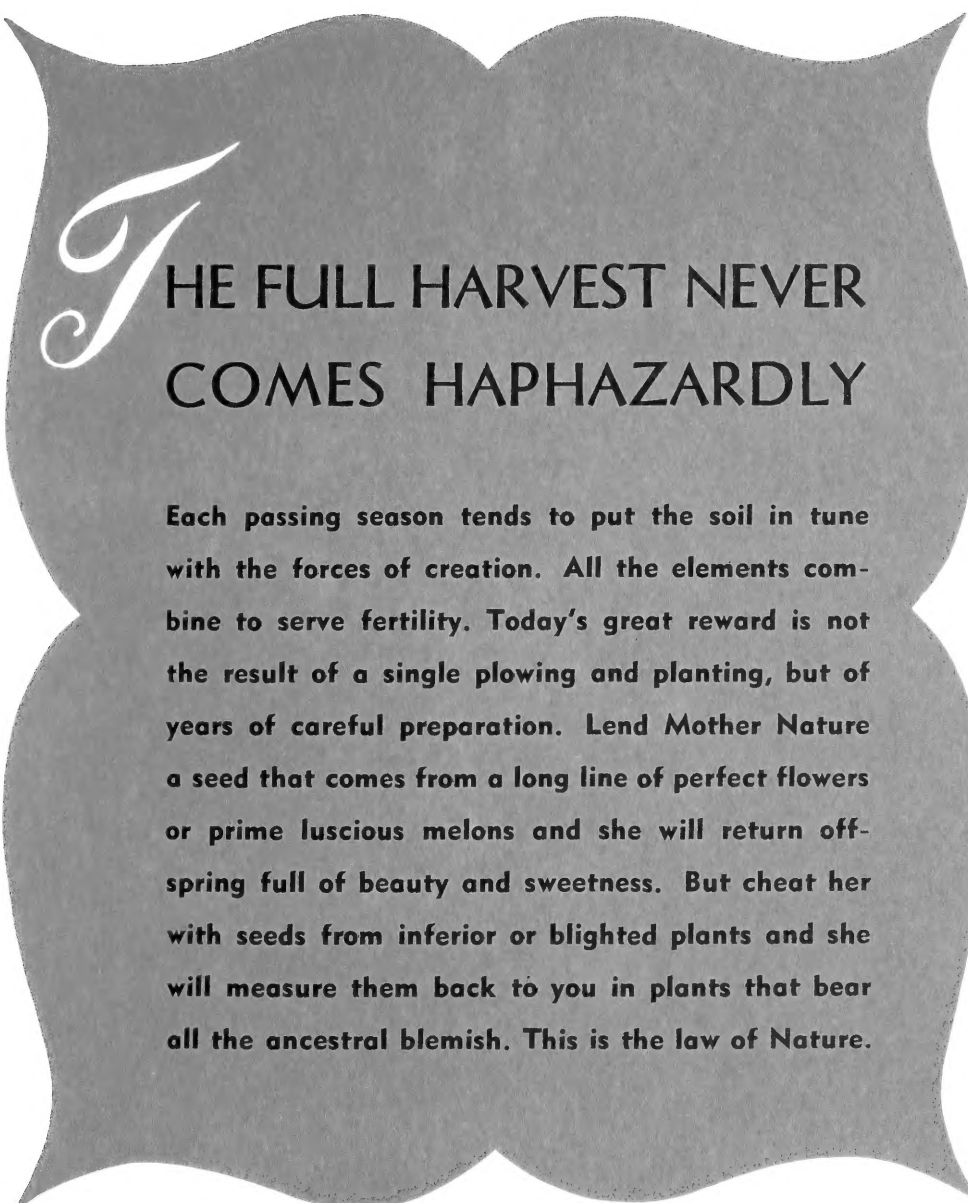
Check \$----- Cash - \$-----

FOR YOUR CONVENIENCE YOU CAN RETURN THIS ORDER IN THE
ENCLOSED POSTAGE FREE ENVELOPE

ORDER CONTINUED

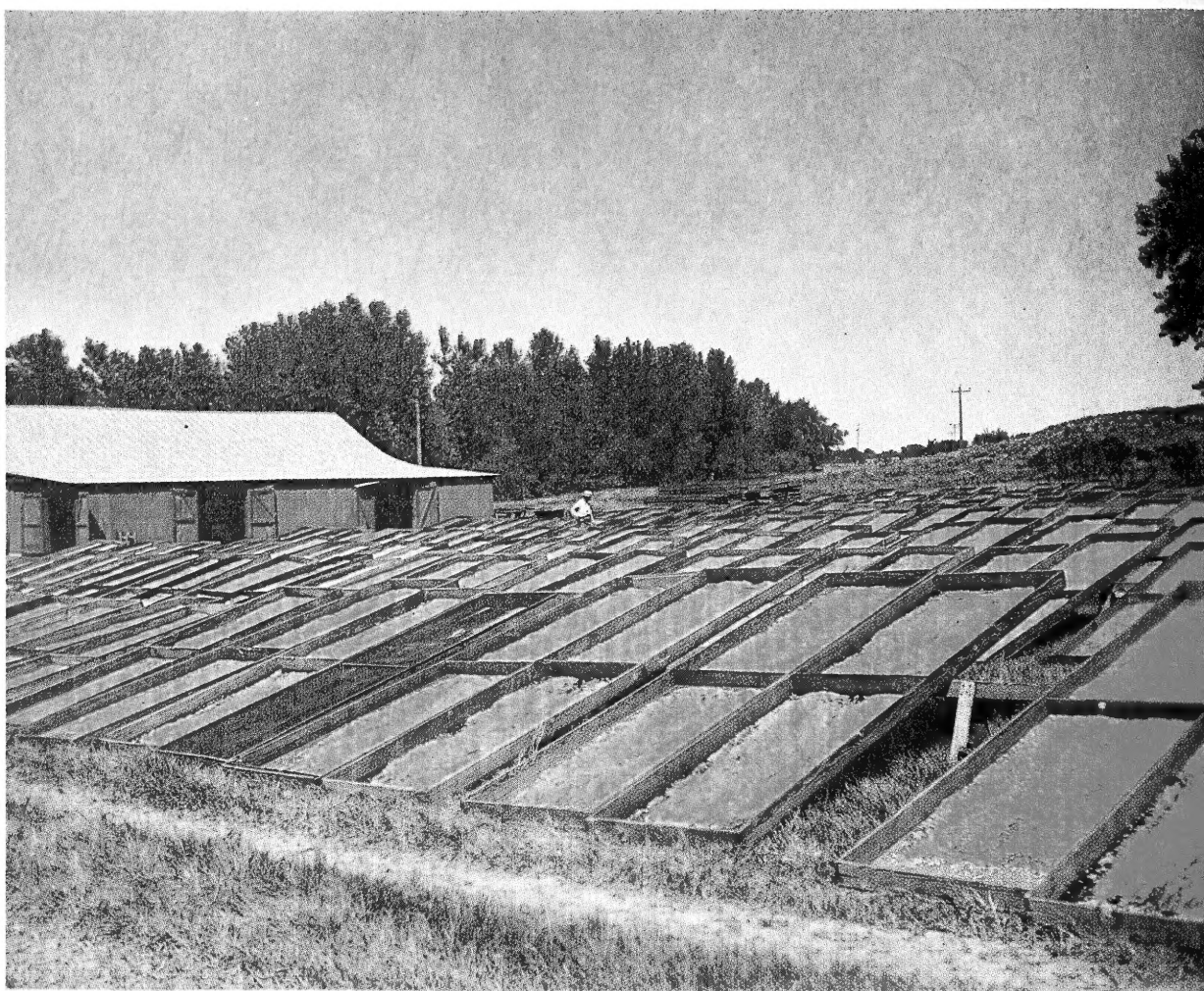
QUANTITY	NAME OF VARIETIES	PRICE	
		TOTAL AMOUNT ENCLOSED	

REMARKS:



*T*HE FULL HARVEST NEVER COMES HAPHAZARDLY

Each passing season tends to put the soil in tune with the forces of creation. All the elements combine to serve fertility. Today's great reward is not the result of a single plowing and planting, but of years of careful preparation. Lend Mother Nature a seed that comes from a long line of perfect flowers or prime luscious melons and she will return offspring full of beauty and sweetness. But cheat her with seeds from inferior or blighted plants and she will measure them back to you in plants that bear all the ancestral blemish. This is the law of Nature.



The photograph on this page is a picture of our drying yards. When the cantaloupe seed has been cut and washed, it is placed on trays in the sun to dry and cure.

**THE ROCKY FORD CANTALOUPE
SEED BREEDERS' ASSOCIATION
ROCKY FORD, COLORADO**